

EAST WALL

SOUTH WALL

WEST WALL

NORTH WALL



# *Suggestions* *from an* **INTERIOR DECORATOR**

**How To Make Your Rooms  
Look Their Very Best**

A SHORT COURSE IN INTERIOR DECORATING, BY THE MAKERS OF LUMINALL PAINT



# A Message from Miss McNeil



Interior decorating should mean the art of placing one's home furnishings in as effective and harmonious a relationship as possible. . . . Ordinarily, a family makes limited or piecemeal purchase of furniture, rugs and draperies, whereas the walls and ceilings are completely redecorated at regular intervals. I have attempted to point out how redecorating may be made to bring out the best in the things you already own. . . . In the use of a casein paint (Luminall) we have two strong forces to help us. First, better lighting which gives life and animation to our furnishings. And second; truer, softer paint colors than ever before. There are some important practical considerations, too. But those we have reserved discussing until Page 14 is reached. . . . In the pages which follow, I have outlined the considerations which would influence my recommendations if I were called in professionally to consult about the redecoration of your home.

*Elizabeth McNeil*  
INTERIOR DECORATOR

## WAR-TIME NOTES

Luminall (white color) is widely used in industrial plants because of its high light reflection, one coat coverage and ease of application. If, and when war needs require it, they will receive first consideration.

★

As this is written none of the materials used in the manufacture of Luminall are necessary to the war effort and all are of domestic origin. However, the supply of casein, a milk derivative, lessens with the export of cheese and condensed milk.

★

Time saved is time gained for defense. The use of Luminall paint requires fewer man-hours for its application. This is because one coat usually covers; it is applied with a wide brush; 40-minute drying.

**Buy Defense Stamps and Bonds**





**MAKING ROOMS LOOK THEIR BEST**

**WHAT COLORS "GO"**

**WALLS, RUGS AND DRAPERIES**

**COLOR SCHEMES FOR EVERYONE**

**PAINTING OVER WALLPAPER**

**"TRICKS" THAT ARE HELPFUL**

**SAMPLES OF LUMINALL PAINT**

Ivory being a neutral color goes with practically every color combination. It's a color that is light and cheerful and gives a fresh appearance to a room and its furnishings. Luminall paints do not darken in color from age or exposure to sun and air.





## WHAT COLORS "GO"

The harmony of colors and how much of each to use is called color balance. Color balance is achieved by using two main colors that are either direct opposites such as shades of red and green, or, the more subtle of indirect opposites such as shades of red and blue, or red and yellow.

The dominant color is used on larger areas, usually walls, rugs and sofa. The second or brighter color gives character to the room and is usually to be found in draperies and one or two chairs.

A third color in small quantities as an "accent" is usually used to add the final charm to a room and is sometimes found in piping, lamp base or a striped upholstery pattern.

In the chart below you will find each of the main colors and by reading across you will find the con-

trasting color and the accent colors. While two accent colors are shown, we recommend that you use either one or the other, *but not both*. The proper handling of two accent colors is most difficult.

The color schemes shown on Page 8 are worked out from this chart, using the particular shades that the housefurnishing stores and departments have found most popular for rugs, drapes, upholsteries and painted walls. But with the chart below to guide you, you yourself can work out color schemes of your own.

In using colors in a room care should be taken to vary their value and intensity; that is, the blue of rugs, walls and draperies should be different harmonious shades, not all exactly the same. By value, we mean lightness or darkness of the shade of a color. By intensity we mean vividness of color.

MAIN COLOR	CONTRASTING COLOR	ACCENT COLORS ( <i>Your choice of one</i> )	
Green	Red	Orange	Purple
Blue	Orange	Yellow	Red
Purple	Yellow	Green	Orange
Yellow	Purple	Blue	Red
Orange	Blue	Green	Purple
Red	Green	Blue	Yellow





*At Right:*

A pleasant Sheraton dining room with its Blue walls and Buff ceiling, with dado in Buff or Ivory. Your dealer has Luminall and your painter knows how to apply it.



*At Left:*

Cool and restful Green Luminall gives just the right contrast with the Browns in the drapes, floor covering, and furniture in this Chipendale dining room. Luminall White was used on the radiator because Luminall is not affected by heat and it will not peel or chip.

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# GOOD PLANNING



## *Light or Dark Walls?*

1. If the room you intend to decorate is dark (poorly illuminated), paint your walls with light colors such as Yellow, Sea Green, Ivory, Cream, Buff, Peach, or, Pink—these colors have high light-reflection values and are considered “cheerful” colors. Your local electric light company will be glad to furnish the service of an illuminating engineer upon request.
2. If the room is light (well illuminated), dark colors, such as Coral, Gray, Powder Blue, or Green, will give a more pleasing and restful effect.

## *Woodwork to Match or Contrast?*

The color which woodwork or trim is painted is a very important item in decoration.

1. In large rooms woodwork should generally be in contrast to walls because it makes the room seem smaller and more intimate. Ivory or Off-White is very beautiful against pastel colored walls because of the contrast.
2. If you wish colored wood trim, use a slightly darker or lighter shade of the wall color. This gives color relation which is essential.

## *Rugs and Wall Colors?*

1. For medium carpet shades, use light walls. This will give larger effect to room.

EXAMPLE NO. 1: Sunlight Yellow wall—soft Medium Green or Blue rug. See large illustration on opposite page.

EXAMPLE NO. 2: Peach wall—Peach rug White woodwork.

2. Rugs in rooms with dark walls should be lighter than walls.

EXAMPLE: Powder Blue Walls—Beige carpet.

## *Draperies and Wall Colors?*

1. Using wall colors that blend with plain or small-patterned draperies gives a more spacious appearance to small rooms.
2. Chintz and cretonne are very popular with painted walls because of warmth and interest lent by their patterns. The use of prints lets you combine all the colors found in walls, rugs, and upholstery.

## *Color in Relation to Entire House.*

Rooms that open into one another should not necessarily be the same color, but should reflect colors of one another.

EXAMPLE: Living Room: Green Walls—Ivory woodwork. We will assume that the color scheme of rugs, draperies, and upholstery is Green, Peach, and Beige. To reflect these colors in other rooms, the following wall colors could be selected.  
Hall: Peach wall—Ivory trim.  
Dining Room: Dado and wood trim Peach—wall Ivory.  
French Peach carpet can be used throughout.





*At Right:* "Three ways to decorate a bedroom" might be the title of this page. For each illustration is the same room handled differently. The large illustration shows the room done "informally" with chintz upholstery. Luminall Yellow is the wall and ceiling decoration.



Formal treatment. The upholstery is a conventional stripe while the wall and ceiling color is Luminall Gray.



—but here the decorating is in-between formal and informal. The wall and ceiling is Luminall Pink.

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# SO—YOU WANT MORE SUGGESTIONS!

*Good color schemes* are the starting point of attractive interiors. In the chart below the most popular combinations of color schemes of rugs, draperies and furniture are given with suggestions for proper wall and woodwork colors for each. For each of these schemes you will find three different wall colors suggested, any one of which will harmonize nicely. Use Luminall for walls and ceilings. For type of paint suitable for woodwork consult your dealer or painter.



If you have		You can use		
RUGS†	FURNITURE	DRAPERIES	WALLS	WOODWORK
Powder Blue	Ivory, Powder Blue, Rose	Blue	Ivory Blue *Rose (No. 102-4)	Ivory Ivory Ivory
Rust	Rust, Blue, Yellow	Rust Yellow	Blue Peach Buff	Blue White Buff
Blue	White, Pink, Blue	White	Pink Blue White	White White Pink
Green	Buff, Green, Rose	Green	Buff Pink Green	Green White Buff
Peach	Green, Peach, Brown	Peach	Green *Dark Brown (No. 105-1) Cream	White Ivory Green
Powder Blue	Coral, Powder Blue, Brown	Powder Blue and White	Coral Powder Blue White	White White White
Hunters Green	Peach, Grey, Hunters Green	Grey	Peach *Green (No. 108-4) Grey	Grey White White
Pearl Grey	Yellow, Pearl Grey, Plum	White with Plum	Yellow Imperial Purple Grey	White White *Burnt Sienna (No. 112a-3)
Ashes of Roses	Rose, Green, Beige	Beige with Green	Sea Green *Burnt Sienna (No. 112a-4) Buff	White Ivory Sea Green

If you have		You can use		
RUGS†	FURNITURE	DRAPERIES	WALLS	WOODWORK
Royal Blue	Blue, White, Beige	Blue and White	Powder Blue *Royal Blue White	White White Blue
Dusty Rose	Coral, White, Grey	Grey and Coral	Mist Grey Coral White	White White Grey
Brown	Green, Brown, Coral	Green	Coral *Brown (No. 105-3) Green	White White White
Beige	Beige, Peach, Turquoise	Beige and Turquoise	*Bright Green (No. 106a-4) Beige	White White White
Yellow Green	Yellow, Green, White	White	Yellow White *Olive Green	White White White
Mauve	Mauve, Green, White	Green and White Stripes	Sea Green Ivory *Burnt Sienna (No. 112a-3)	White Ivory White
Plum	Blue, Plum, Yellow	Yellow	Powder Blue Buff *Yellow (No. 103-4)	White Blue *Yellow (No. 103-1)
Beige	Beige, Grey, Chartreuse	Chartreuse	Mist Grey *Imp. Purple White	White White Grey
<b>ORIENTAL RUGS†</b>				
Sarouks with Rose and Blue	Blue, Rose, Gold	Blue	Blue Buff Grey	Buff Buff Grey
Kirmanshahs with Rust, Green, Beige	Rust, Green, Beige	Beige	Buff Green Coral	*Raw Sienna (No. 110-2) Ivory White

\*Shown on Fresco Card. Ask your dealer or write National Chemical.

†Color given is predominating color. If rug has a mixture of colors, all except the predominating color may be ignored.



*At Right:*

If your furnishings are "modern", unadorned Luminall painted walls are almost a decorative "must". Here, cool green walls complement the Yellow rugs and provide a beautiful background for the warm wood tones and light upholstery of the furniture, thus bringing nods of approval from even dyed-in-the-wool "traditionalists".



*At Left:*

Another stunning modern effect. You might as well turn professional and refer to these bands of wall color as let-downs. The darkest wall color is the first let-down of Luminall Bright Red. Then the second and third let-downs respectively. The top panel and ceiling are the fourth let-down. See Color Card, Page 15 for other illustrations of "let-downs".

COLOR SCHEMES FOR EVERYONE

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## with LUMINALL you can paint over wallpaper

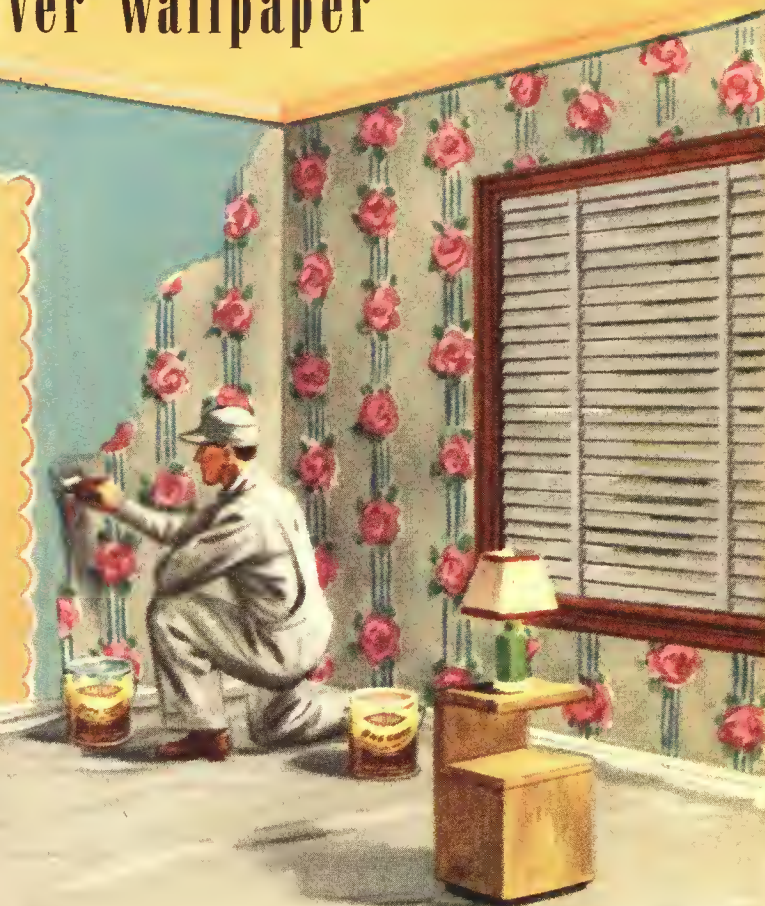


You can paint right over wallpaper with Luminall, provided the paper is tight to the wall and its pattern does not “bleed” when moistened with the wet paint.

This unique advantage of Luminall comes from its great hiding power made possible through the use of casein as a binder, and is aided by its 40-minute drying. Otherwise, to paint a room that has been papered usually requires that the paper be steamed off—a messy and somewhat expensive operation—and the application of an undercoat before the finish coat of paint is applied.

Most wallpapers do not “bleed” when Luminall paint is applied. However, it is recommended that you select some inconspicuous test area for a tryout before the painting is begun. Especially in a rented home where the existing wallpaper does not fit in with the type of furniture of the incoming tenant, painting with Luminall is often a happy solution for both owner and new occupant.

Not only may Luminall be applied over wallpaper, painted surfaces, plaster and a wide variety of other materials (page 14) but also the use of Luminall does not restrict any type of future wall treatments.



*Before*





*After*

Luminall certainly makes distinctive rooms! This time it's lovely Blue on the walls with the panel back of the headboard and the ceiling painted Peach. That's stenciling around the panel which, incidentally, gives the effect of an alcove. And lest you forget—Luminall paint with its lovely effects actually costs less; dries in 40 minutes. That's progress in paint!





(Top) Masonry walls of basement done in Luminall.

(Bottom) Luminall over attic wallboard—no sizing needed.

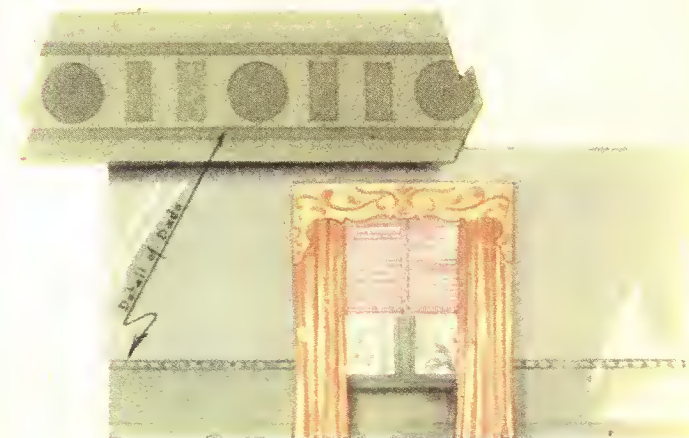
# THESE TRICKS



*Wall Too Long?* Shorten it by painting stripes or panels. True edges to stripes or panels are obtained by the use of scotch tape. Ask your dealer about Luminall fresco colors, fine for stencil work.



*Too Little Pattern?* If your only pattern consists of an Oriental rug, repeat its colors by stenciling the window shades.



*Dadoes* often improve a room. The simple pattern at top of illustration may be stencilled on at sill height.



# ARE USED BY PROFESSIONAL DECORATORS



## *Troublesome Corners?*

Nothing to put in corners? Then paint in panels as shown above. The solid panel (left) is more conventional. The herringbone (right) is good with modern things.



*Ceiling was Too High.* A wide border of color (repeat color of a piece of furniture) around edge of ceiling brought it down. Center is lighter tone.



*Interesting cornice* is provided by Greek key stencil. Use white on dark wall and a deeper shade of wall color on light wall.



*Plain Wall . . . Sheer Curtain.* Stencil a gay pattern around the window.



*Paint Fireplace Wall.* Remaining walls are white but fireplace wall is painted dark color, matching woodwork. A Williamsburg effect.



# Things you'll be glad to know

## about LUMINALL PAINT

Luminall Paint employs casein, a plastic material derived from milk as its binder. It is due to this fact that the paint has many special advantages such as: better lighting, truer colors, economy from one-coat coverage and application with a wide brush; no strong paint odor; dry in 40 minutes.

**Big Savings in Coverage.** To each gallon Luminall Paste Paint, you add approximately one-half gallon of ordinary water for thinner. Thus a gallon of paste gives you about one and one-half gallons of paint when thinned to painting consistency. Luminall will give one coat coverage on practically any interior wall surface. Following are typical examples of the types of surfaces you may cover perfectly with one coat of Luminall. A wide brush may be used.

Rough Finish Plaster . . . . .	175-200 square feet per gallon
Insulating Board . . . . .	200-225 square feet per gallon
Concrete Blocks . . . . .	200-350 square feet per gallon
Smooth Concrete . . . . .	400-450 square feet per gallon
Wallboard . . . . .	450-500 square feet per gallon
Smooth Finish Plaster . . . . .	500-600 square feet per gallon
Painted Surface . . . . .	700-750 square feet per gallon

Other surfaces on which Luminall will produce splendid results include the following: new or old brick and stone; well seasoned new wood; metal

coated with flat oil paint; cinder blocks; wallpaper which is tightly bonded to walls and has no water soluble pattern; canvas; and green concrete.

**Lighting and Colors.** Luminall White has a light reflection value of more than 90%. The light reflection factor of most White paints is far less. Light reflected from the flat "velvety" surface of Luminall painted walls is thoroughly diffused. Luminall reflects a soft, even flood of usable light to all parts of the room with a minimum of shadow and glare.

Because the casein binder used in Luminall is permanently clear and does not yellow with age, Luminall colors are permanently brilliant. Note the clarity and brilliance of the 25 Luminall colors shown on the opposite page. The color chips shown are actual samples of Luminall. These clean and brilliant colors will give life and freshness to the walls and ceilings of any room to which they are applied.

**Simplifies Redecorating.** Redecorating is much simpler and more convenient with Luminall Paint. It dries in less than an hour and is practically odorless. This means you may hang pic-



tures and serve your evening meal in a room which was painted with Luminall the same morning, an important consideration in this era of small homes and apartments.

**Luminall is Nationally Advertised.** For years Luminall has been advertised in such leading magazines as American Home, Better Homes and Gardens, Ladies' Home Journal and Saturday Evening Post. This advertising is a pledge of quality to the dealer who sells you the paint, to the painter who applies it, and to you who enjoy its beautiful decorative effects.

### Luminall for All Interiors

Higher light reflection • Better light diffusion • Softer, truer colors • One-coat coverage • Odorless . . . dries in 40 minutes • Thins with water • No primer needed on wallboard • O.K. to apply on green plaster or concrete • Apply over wallpaper (see p. 6) • Nationally advertised for years • Sold by Authorized Dealers.



# Luminall Color Chart

## FRESCO COLORS

## PASTEL SHADES



103 YELLOW



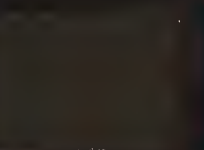
101 BLUE



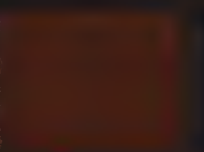
108  
YELLOW GREEN

Fresco colors are packaged in half-pints, pints, quarts, gallons and 5-gal.

**INTERMIXES.** Fresco colors may be intermixed with striking effect. Intermixes shown on Fresco color card sent free on request.



109 RAW UMBER



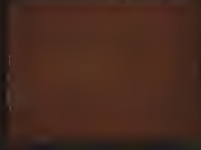
112-A  
BURNT SIENNA



102 BRIGHT RED



110  
RAW SIENNA



105 DARK BROWN



106-A  
BRIGHT GREEN



POWDER BLUE



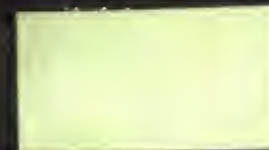
IVORY



CORAL



BLUE



SEA GREEN



PEACH



SUNLIGHT YELLOW



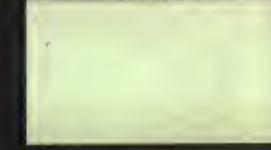
GRAY



PINK



BUFF



GREEN



CREAM

## FRESCO COLOR LET-DOWNS

HOW LET-DOWNS ARE MADE. Fresco colors are added to Luminall White to produce lighter shades. In the examples shown below are let-downs of fresco Yellow and also Bright Green.



103  
YELLOW



FIRST  
2 Qts. 1 Gal. White



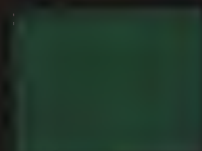
SECOND  
1 Qt. 1 Gal. White



THIRD  
1 Pt. 1 Gal. White



FOURTH  
½ Pt. 1 Gal. White



106-A  
BRIGHT GREEN



FIRST  
1 Gal. 1 Gal. White



SECOND  
2 Qts. 1 Gal. White



THIRD  
1 Qt. 1 Gal. White



FOURTH  
1 Pt. 1 Gal. White

## LIGHT REFLECTION VALUES

Light reflection values of the pastel shades: Powder Blue 35%, Sea Green 54%, Pink 76.3%, Ivory 80.6%, Peach 68.5%, Buff 74.6%, Coral 52%, Sunlight Yellow 75.5%, Green 62%, Blue 52.5%, Gray 61.3%, Cream 79.5%.

## GENERAL INFORMATION

Luminall colors are packaged in quarts, gallons, 5-gallon and 30-gallon steel drums. Special colors will be manufactured if ordered in quantities of 30 gallons or more.

Also made in: White (light reflection 90.6%); Off-White (light reflection 82.5%); and Black

# NATIONAL CHEMICAL & MFG. COMPANY

General Offices: 3617 South May St., Chicago

Factories: Chicago • Brooklyn



FOR MASONRY EXTERIORS USE

*Outside*

LUMINALL

"Outside" Luminall is synthetic resin (a form of plastic) emulsion paint for brick, concrete, and stucco. It gives an attractive finish, comes in the whitest of white and eight beautiful colors, and will wear exceptionally well under adverse weather conditions. "Outside" Luminall dries in approximately an hour to a hard, dense film which has the necessary elasticity to prevent flaking.

"Outside" Luminall is a great labor saver. It goes on smoothly with a wide brush over painted or unpainted surfaces.

*Luminall Cement Floor Paint.* This paint, like "Outside" Luminall, has a synthetic resin base. Has remarkable wearing qualities. A great favorite with all who use it.

MASONRY EXTERIOR:  
White "Outside"  
Luminall.

INTERIOR:  
Luminall Yellow for a  
dark hall and White  
woodwork for contrast.



**National Chemical & Mfg. Co.**

*World's Largest Makers of Casein  
and Synthetic Resin Binder Paints*

3617 South May Street . . Chicago  
25 Forrest Street . . . . Brooklyn

DEALERS IN MORE THAN 2500 CITIES

In Canada  
Standard Paint & Varnish Co., Ltd.,  
Windsor, Ont.

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RY EXTERIORS USE

*Outside*

**MINALL**

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and Synthetic Resin Binder Paints*

South May Street . . . Chicago  
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ALERS IN MORE THAN 2500 CITIES

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MASONRY EXTERIOR.  
White "Outside"  
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INTERIOR:  
Luminall Yellow for a  
dark hall and White  
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